

## **Baked Goods in the Philippines**

Market Direction | 2022-11-15 | 23 pages | Euromonitor

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### **Report description:**

Baked goods is returning to stronger retail value and volume sales in 2022, following the dip seen in 2020-2021 and the start of a positive rebound since. This relatively slow recovery has been due to ongoing impacts from the time of the COVID-19 pandemic. For example, some independent and community bakeries were not able to withstand the challenging environment of 2020-2021 with pandemic restrictions leading to lockdowns and a loss in trade and have since been forced to close. This situation le...

Euromonitor International's Baked Goods in Philippines report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Baked Goods market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Relatively slow ongoing recovery due to lingering impacts from the pandemic and geopolitical unrest

SM Retail Inc ups its stake in Goldilocks Bake Shop, giving Goldilocks a stronger competitive advantage

Unpackaged cakes see sustained demand, bucking other trends and leading some consumers to launch their own home-baking businesses

#### PROSPECTS AND OPPORTUNITIES

Brighter future expected for baked goods as lifestyles and purchasing patterns normalise in a post-pandemic landscape

Balai ni Fruitas tipped as leading expansion plans, with the ongoing opening of hundreds of new stores

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